



iHOUSE²⁰⁰⁰[™]

It's a fact:

Establishing a powerful web site is critical to achieving and maintaining a competitive advantage as a real estate professional. Today, over 75% of homebuyers begin their search for listings and agents online. Less than a third of real estate agents and brokers in the U.S. have a personal web site for their business.

Our flagship product, iHouse2000[™], enables real estate professionals to quickly, efficiently and cost-effectively establish a powerful presence on the web while leveraging tools that are proven to generate leads, enhance client satisfaction and improve business productivity.

The iHouse2000[™] solution is a complete Internet marketing package. Features and benefits include:

- Professional, easy-to-use and maintain web designs. We let you launch your customized web site in less than a day, headache-free. Over 90% of your web site content and appearance can be easily customized, by you. Do it any time and automatically generate updates.
- Lead generation tools and support. iHouse2000[™] will help you attract qualified leads and convert them into clients.
- Integrated, automated email management. Efficiently stay-in-touch with clients and deliver valuable, time-sensitive information.
- Comprehensive features. iHouse2000[™] is easy enough for even first-time users to set up a web site, flexible and rich enough for web-savvy users who demand the best in Internet technology and marketing.
- Value-add real estate content and tools. Enhance client satisfaction by delivering valued information and tools to clients. Keep prospective and current clients returning to your web site again and again.
- Reliable, secure hosting service from two world-class facilities that back each other up. Access and update your web site anytime and from anywhere.
- Responsive, expert customer support. Online, email and telephone technical support available 7 days a week.
- Advanced options for customers seeking even greater performance and customization. Options include: Internet flyer package, contact management program, audio messages, web pagers, unique website addresses for individual listings, Flash technology introductions and access to search engine and Internet marketing experts.
- Use iHouse2000[™] as a springboard with our other products IDXPro[™] and VTshowcase[™]

Serving you since 1986

CIS Data Systems, Inc.
1650 Solano Avenue
Albany, CA 94706
www.cisdata.net

ihouse2000.com
idxpro.com
vtshowcase.com

New Customer Hotline:
866-645-7702

Customer Service:
866-645-7700

- **Web Site Platform for Internet Marketing**
- **Generate Leads**
- **Enhance Client Satisfaction**
- **Increase Productivity**



What Our Customers Say

✓ "I found your site from a NAR article a few years back, and I just took the recommendation. It's worked out fine. I'm in a small town of 12,000, and I'm doing just under \$10 million in business. I'm independent, so I don't get referrals, from a franchise, but I've gotten people from California, Pennsylvania, Colorado ... from all over the country. I'm just about to add my ninth agent."

— Bob Flynn, Boone, IA

✓ "I love it! I'm a sole agent using your Office product, and in June alone, I sold \$2 million. I get leads all the time ... I use the lead generator feature you have and I work all the prospects. I hooked some other people up so we're going to team up. It's unbelievable ..."

— Alex Lisek, Boston, MA

✓ "I used to have a competitor of yours, but I like your site because I have many choices, and it's pretty easy to learn how to use the different codes to get what I want. I like the IDX hookup and the broker reciprocity ... I'd be happy to set you guys up with folks in our office because a lot of them don't even know how to start on the web. I'm working on getting more traffic to the site and more listings ... you know, we all want to grow."

— Lucky Chan, San Francisco, CA

iHOUSE2000™ Features and Benefits:

- Preloaded real estate content and tools
- Tips for buyers — articles and links
- Tips for sellers — articles and links
- Homeowner information
- Title and escrow information
- Real estate glossary
- Mortgage information
- Mortgage calculator
- Be up in minutes and refine as you need
- Customizable by you.

Status	First Name	Last Name	Phone
	Joe	Brown	(510) 313-8888
	Lou	Abbot	(510) 313-8888
	Bud	Castello	(510) 313-8888
	Jean	Pan	(510) 313-8888
	Nancy	Lee	(510) 313-8888

Active

Tag Keys

HouseTrack	NEW	Active	emailed	

► ***Deliver the Power of the MLS at Your Website***

► ***Provide HomeBuyers with the best listing search in the business***

► ***Capture more leads and cultivate greater relationships with your web site visitors***

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IDXPRO™

Maximize your listing inventory and convert web site visitors into clients through the IDXPro™ MLS search solution

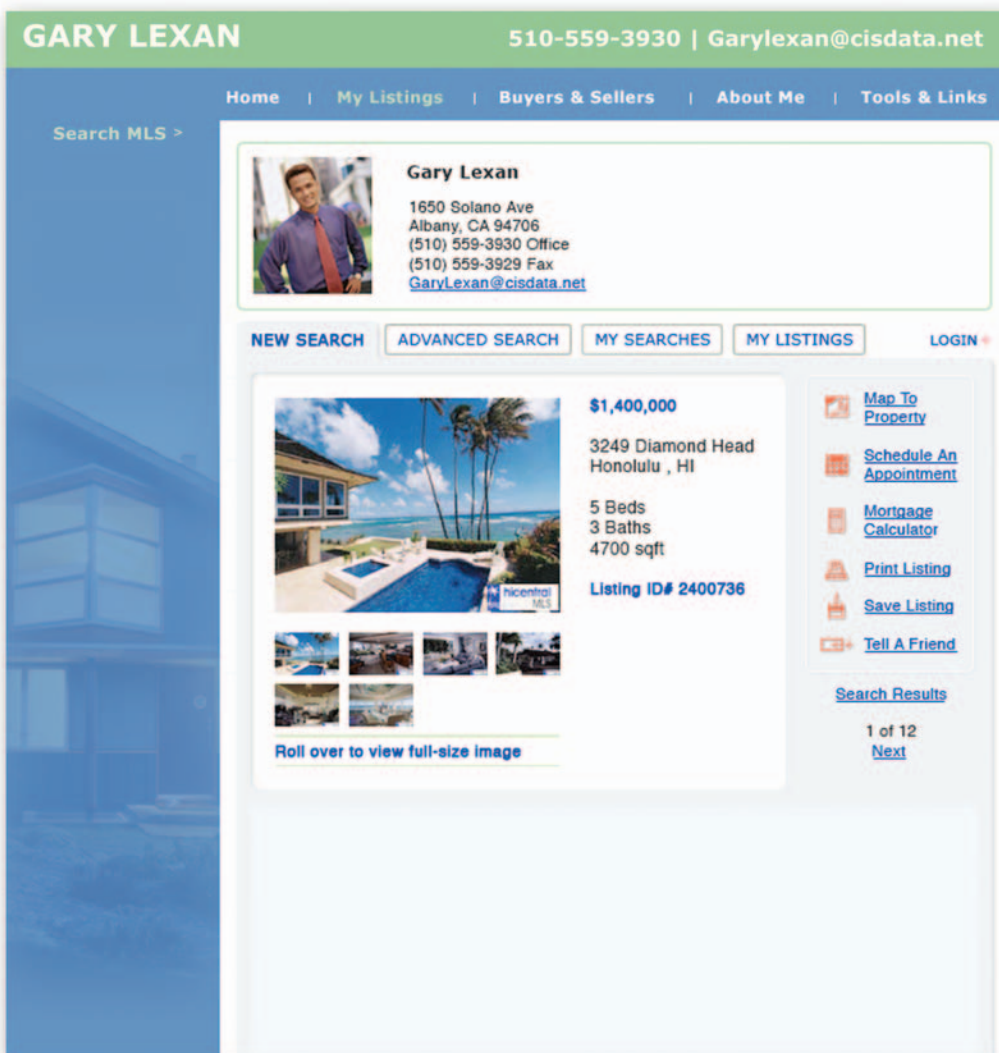
MLS searches are the #1 service homebuyers look for when browsing real estate web sites. Homebuyers expect it.

Power your web site with the most successfully proven listing search engine available, IDXPro.com™. Equipped with more marketing and lead generating features than any other provider, IDXPro™ is designed to take your web site to the next level and convert valuable traffic to your web site into qualified home buying prospects for you. Save yourself valuable time and increase your leads with less effort using our automated email update solution that alerts potential clients of new properties that match their desired specifications.

IDXPro™ complies with all local MLS IDX regulations and offers the most comprehensive nationwide coverage of any Internet solutions provider. As a result, we have developed solid relationships with most major MLS's and IDXPro™ has become a recommended solution by many Real Estate boards across the nation. What does this mean for you? No more neighborhood programmers that charge high set up fees for basic search features. IDXPro™ brings to you a cost effective, industry leading solution, custom built with your local business and clients in mind.

IDXPro™ features and benefits include:

- **MLS Search** — always up-to-date, accurate listings automatically downloaded to your web site from your MLS each day, everyday. With 24 by 7 up time for your visitors.
- **HouseTrack™ Automated Email Listing Service** — a dynamic email program that allows potential clients to enter their information and receive daily updates of new homes that meet their search criteria. Instead of you searching the MLS daily, our system does it automatically and saves you hours after hours of time that you could be spending elsewhere.
- **Branded forms and emails** — better position yourself with your contact information branded on every page, email and form.
- **Personal Listing Page** — no need to enter listing information twice. Your personal listings will be displayed and updated automatically by downloading information from within the MLS database.
- **Email Notification System** — alerts you by email each time a new user registers, and when prospects request a meeting or more information.
- **Value-add Tools and Information** — mortgage calculator, maps, tell a friend, printable versions, contact forms and more.
- **Automatically and completely integrated with your iHouse2000™ web sites.** This makes your iHouse2000™ web site even more powerful yet easy to maintain.
- **Expertise in working with your MLS for turn-key solutions.**
- **Toll free customer support available 7 days a week.**



What Our Customers Say

✓ "As a customer for several years, we are extremely happy with our investment. IDXPro™ has been instrumental in drawing in viewers to our web site and in turn generating new business (about 75-80% of our website clients started by using our IDXPro™ system).

Their support staff assisted us in setting up our system and patiently worked with our board in getting our IDX up and running. We can't say enough good things about their customer service and tech support. I highly recommend IDXPro™ to anyone who is serious about maximizing their online business and making more money."

— Ruth Gabbard, Honolulu, HI

✓ "IDXPro™ is a must for anyone serious about getting buyer leads from the Internet. It allows me to compete with the big boys head on and allows me to provide both a service as well as a lead generation tool for clients. What I like about the Internet and IDXPro™ is that the store is open all day all night, 24 by 7. I have clients that look for houses in the wee early hours and the wee late hours.

IDXPro™ has not only allowed me to quantify the number of leads, but also the quality of the leads. Before I even call a customer, I already have a pretty good profile of what type of home, price and location they are looking for in a home."

— Gary Churchey, Antioch, CA

✓ "I have used IDXPro™ for a couple of years and the service it delivers is excellent. It's a great product that has been extremely helpful in getting people to visit my web site, and keeping them there.

I get tremendous results, and have already made a lot of money. It pays for itself 100 times over, I highly recommend it."

— Terri Grandy, Yuma, AZ

IDXPRO™ Features and Benefits:

- Live data feeds directly from your MLS.
- HouseTrack™ — registered users can enter their search criteria and automatically receive daily email updates of listings that match their specific requirements.
- Prospect tracking tools. Allows you to stay on top of your prospects' searches and requests.
- Automatic population of your "Personal Listings" page.
- Email alerts of new leads and schedule appointment requests.
- Valued tools and information — mortgage calculator, property maps, appointment scheduling, and more.
- Complete integration with an iHouse2000™ web site.
- Visitor registration for MLS searches.
- Capture prospects and work through them efficiently



► **Create and Publish
Virtual Tours in Less
Than 30 Minutes**

► **Produce Unlimited
Tours at One Low Cost**

► **Attract More
Qualified Leads**

► **Sell your listing
inventory faster**

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VTSHOWCASE™

*VTShowcase™ enables you to easily and quickly create
and include an unlimited number of showcase tours*

The advantages are clear:

- The percentage of homebuyers who found a home through an Internet search has increased more than 5-fold over the last six years. Today, more than 2/3 of homebuyers use the Internet to preview a listing.
- Listings that include a virtual tour attract 1-1/2 more views than those without tours.
- Only one in ten agents use virtual tours today.
- Prospects and clients spend three times longer on web sites that include virtual tours.
- Including virtual tours with listings generates better qualified leads and greater sales productivity.

VTShowcase™ features and benefits include:

- Produce and publish a virtual tour in less than 30 minutes.
- Unlimited tours, and up to 80 photos per tour.
- No special equipment or software download required.
- Toll free customer support available 7 days a week.
- Only virtual tour solution that leverages Flash technology to provides a better user experience — higher quality photos and faster downloads.
- Virtual tours are easily linked to any website, email or online marketing page.



What Our Customers Say

✓ "I like it because it's simple, looks nice, and I can do it myself. We just take the pictures and come back and load it up - I don't have to meet a photographer and do all that ... it's cheaper to use."

— Sid Fowler, Yorba Linda, CA

✓ "I do a tour for my higher end homes and properties. The tours differentiate me and show the clients that I'm 1 in a 100. I like that I can shoot my own pictures and load them up. I don't want to get too many extra people into my sellers' houses - it gets to be a mess for them. I'm there, I take the pictures, I load them and my listings look good. Do I have iHouse2000™? ... it rocks! The minute you do it, it's up. That's what I like about you guys."

— Jerry O'Connor, Victorville, CA

✓ "I really like your product. With VTshowcase™ I've noticed that I get a lot more activity from other agents, and I've gone from 1 to 3 showings a week. I've sold my listings in more like 2 weeks, and the average around here is about 60-90 days. It's is easy to use and affordable, and it gets the job done. Some of the agents in our office spend thousands of dollars, but I like to take my own pictures and pick out the ones I like. I just load them in and have them up, and I don't have to deal with anybody else doing this or that for me."

— Lucy King, Garland TX
(in RE since 1978)

VTSHOWCASE™ Features and Benefits:

- Unlimited tours
- Display up to 80 photos per property
- No special equipment or software download
- Panoramic and audio options
- Easily linked to any website, email or online marketing page
- Flash technology — higher quality photos and faster download times. Don't make your visitors wait!
- Customizable tour layouts